Brian Monzingo

Design manager, excellence in craft & systems thinking

Work experience

Owner

neudesign / '04–Present / Seattle, WA

Design leadership: execute creative projects, spanning UX, brand, visual, and systems design across diverse platforms for artists, designers, musicians, and nonprofits.

AI innovation: lead research and experience development with large language models for prompt engineering, UX research, and strategic image creation.

Senior manager, product design

Smartsheet / Feb '22–Mar '24 / Bellevue, WA

End-to-end experience vision: Led a cross-functional mission to care deeply for IT administrators, streamlining complex workflows across identity, policy, access, licensing, commerce, and administration.

Leadership & team management: recruited and supervised a group of talented designers, fostering integration during multiple acquisitions.

Innovative methodologies: introduced jobs-to-be-done (JTBD) and object-oriented UX (OOUX) methodologies to enhance product strategy and user experience.

Process standardization: operationalized engagement standards to ensure consistent processes and predictable outcomes in product design collaborations.

Professional development: championed a designer-led talk series to advance the team's expertise in critical growth areas such as typography and data visualization.

Manager, design systems

Smartsheet / Feb '21–Jan '22 / Bellevue, WA

Team building & leadership: established a multidisciplinary team to create a comprehensive library of accessible design components.

Strategic development: championed the creation of a central documentation website, ensuring a consistent and accessible design system.

Cross-functional collaboration: collaborated closely with UI engineering and product teams to prioritize and deliver essential React components.

Community engagement: initiated and hosted monthly community meetings to foster support and momentum for the design system.

Award-winning innovation: guided teams to win the UX journey award with a design sprint process. Executed impactful customer-focused design labs at Smartsheet's ENGAGE customer conference.

Education

Pratt Institute

BFA Communications Design / Brooklyn, NY

Skills

End-to-end product delivery / cross-functional collaboration / workshop design and facilitation / user advocacy and empathy / design systems and scalability / strategic thinking and leadership / people management / mentorship

Awards

PEO Digital (Department of the Navy)
Small Team of 1st Quarter (AFLCMC/HB) / 2019

Industrial Designers Society of America (IDSA)
International Design Excellence Award: Transportation / 2010

charity: water
Campaign to Watch / 2010

Seattle Show
Silver, Internet Advertising / 2007

Mentorship & community

UW Human Centered Design & Engineering
Professional mentor

School of Visual Concepts
UX mentor

General Assembly
UX career day interviewer

The Lamb Center
Volunteer

Miriam's Kitchen
Volunteer

Union Gospel Mission
Mathematics tutor

Principal user experience architect
Smartsheet / Jul '20–Jan '21 / Bellevue, WA

Strategic reorientation: influenced a dozen product team plans to focus on high-value customer experiences like project management, breaking down company silos.

Customer-centric leadership: led stakeholder and customer conversations, integrating UX research insights early to prevent expensive rework.

Blueprint for success: co-created a service blueprint that outlines key business use cases, guiding the company's strategic enterprise growth initiative.

Facilitative excellence: conducted over 60 design thinking workshops, significantly improving the project success rate and stability of team roadmaps.

Influential management: managed comprehensive programs that set new standards in information architecture and design, impacting product strategy and the organizational structure.

Senior product designer
VMware (Pivotal Labs) / Jan '17–Jul '20 / Washington, DC

Leadership & development: fostered the growth of nearly a dozen product designers, preparing them to be leaders within the organization.

Strategic planning: aligned product features and roadmaps with organizational OKRs to ensure delivery of customer value and business success.

Innovation & empathy: promoted a culture of experimentation to validate design assumptions and deepen user empathy.

Design collaboration: advanced design consistency and team collaboration through the implementation of design systems and participation in critique.

Senior user experience architect
Lab49 / Jun '14–Dec '16 / Washington, DC

User-centered design leadership: launched user-centered design workshops and educated team members on integrating UX best practices into the RFP process and service delivery.

Strategic innovation: empowered incumbent IT departments to evolve and compete with fin-tech startups, and guided a state-owned enterprise in pivoting its digital transformation towards service-centric strategies.

Accessible design direction: spearheaded the design of a responsive renewable energy certificate management application, ensuring compliance with W3C accessibility standards for inclusive user experiences.

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Lead user experience designer
3Pillar Global / Mar '13–Jun '14 / Fairfax, VA

Global team leadership: guided an international team in prototyping, testing, and launching an educational tool for gifted students.

Reputation management: enhanced the reputation of a major pharmaceutical company's IT help desk by personalizing the support experience.

Market strategy: implemented user-centered design at a leading investment firm, aiding in the recovery of market share from agile financial startups.

Talent acquisition strategy: formulated a policy with executives to streamline the recruitment of top design talent in line with the company's strategic goals.

Senior interaction designer
TEAGUE / Jan '09–Mar '13 / Seattle, WA

Innovation facilitation: transitioned the company from a traditional industrial design vendor to a comprehensive interdisciplinary innovation partner.

Service expansion: introduced new service offerings in user research, service design, interaction design, and rapid prototyping, broadening the company's capabilities.

Cross-disciplinary coordination: orchestrated the collaboration of diverse teams, including 3D, motion, graphic, and interaction designers, as well as software developers and branding experts.

Strategic research leadership: directed ethnographic usability studies with a team of researchers, designers, and executives to inform and validate product strategy.

Future-proof design: developed interactive prototypes and guidelines for cross-device experiences, shaping the vision for the "office of the future."

Interactive art director
Jul '03–Jan '09 / New York, NY / Austin, TX / Seattle, WA

Multimedia campaign development: spearheaded interactive campaigns and event concepts, enhancing corporate branding and customer engagement.

Cross-functional team leadership: collaborated with designers, writers, and developers, encouraging team communication with mobile social networking integration.

Diverse design expertise: excelled in creating versatile design solutions for web, print, and 3D modeling across various industries and client needs.

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